

# **AIM: The Analytical Intuition Method**

**3 Steps To  
Eliminate Indecision,  
Create Innovation, and  
Dominate the Market**

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Founder of  
AnalyticalIntuition.com**

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*“Some people favor their right brain, while others work from the left. I say  
let’s use both.” — **LARA PIU***

# Introduction

Millions of your dollars in corporate resources are wasted on decision making every day. According to a McKinsey Global Survey, 50% of employees spend more than 30% of work time making decisions and 14% of C-suite executives spend more than 70% of work time making decisions. And approximately 60% of both populations admit that when it comes to decision making, they waste valuable corporate time.

There are several processes people use to make decisions. More than 65% of C-suite executives, 63% of executives, and 50% of Americans use intuition to assist in decision making, and studies show that those with mastery of this skill generate more success for their company. In one study, at least 80% of executives in companies that doubled profits over the past five years displayed above average precognition abilities.

However individuals with intuition mastery are the exception because the rule is—most people don't trust their intuition. For example, in one survey four in five people said that their intuition is unreliable. If your intuition is not reliable, you're not alone. This is true for dare I say everyone I speak to, with the exception of the clients I've worked with long term.

The root cause of this massive and costly problem are misleading pop-culture myths currently swarming the topic. Curious if they have weaved their way into your life? Find out now and decide if each of the following statements are true or false:

1. You should go with your gut.
2. Intuition requires an altered state of mind.
3. You need to tap into your intuition.
4. You need meditation to hear your intuition.
5. The Universe has your back.
6. Women's intuition is always right.
7. Mindset is the key to success.
8. Intuition is a talent only some are born with.

If you marked even one as true you have been sadly misled. Each of these myths are dangerous because they position you and your employees on a downward cycle. A bad decision based on a gut feeling creates self-doubt, and self-doubt results in deliberation, and deliberation decreases your chances of getting right because studies show the more you think about something, the more likely you are to get it wrong.

If you and your team continue to fall into these traps, you'll continually fight this negative trajectory. And as the market continues to evolve, it will forever demand new products, ideas, and solutions, but your lack of innovation will cause your company and everyone involved to fall behind.

I understand this trap well because I lived in it until I set out to understand how intuition actually works. And today you get to learn what I learned the easy way. The three easy-to-use steps of AIM are designed to help you make better decisions and innovate with mastery so you can trim your profit margin and dominate in your marketplace.

In this book, I will share the exact simple, yet specific action steps you can take to immediately increase productivity in your business, which include powerful, yet counter-intuitive strategies that can help you rise above your competition and win over your board, your shareholders, and circle of influence.

AIM will help you pair your keen and deep inner knowing with the facts of the matter, to provide you with a powerful formula for success so you can:

- Eliminate bad hires

- Cut excess man hours used towards execution
- Stop letting the competition beat you
- Avoid being late to market
- Reduce misaligned priorities
- Put a stop to doomed to fail partnerships and financial agreements

In addition to AIM's three foundational steps, you'll access specific techniques for specific personality types, job roles, and tasks. The method:

- Reduces wasted man hours by 30-35%
- Is easy to use
- Works with many personalities, roles, and situations
- Aligns with any spiritual stance, even if you have none
- Supports work life balance
- Provides a balanced approach founded in science, intuition, and psychology
- Elevates core competencies in decision making, problem solving, and innovation, and most importantly:
- **It makes the most of who you already are as a leader and a critical thinker because it is designed to integrate with your logical side, rather than compete with it.**



In this book you'll discover a new competitive edge as you unpack what AIM is, the conditions that make it cost-efficient, its three simple and proven steps, and how to use it effectively towards specific organizational functions and goals. Here is what you can expect:

1. **Chapter 1: What is the AIM: The Analytical Intuition Method?**

There are many definitions of analytical thinking and intuition. Learn what these terms mean individually and together in the context of AIM.

2. **Chapter 2: The Value of AIM** What can analytical intuition do for your business? Does it have any real value, or is it just another distraction to avoid?

3. **Chapter 3: Success Story Snapshots** Just a few among many case studies that illustrate how analysis, when paired with intuition, saves the day.

4. **Chapter 4: When and Where to Apply AIM** Analytical intuition isn't cost-effective for all organizational environments, roles, and tasks. Discover the contexts it thrive best in along with its qualitative and quantitative potential.

5. **Chapter 5: Things That Get in the Way of Your AIM** At the heart of your problem are all of the things that distract you from the best conclusion. Here's what they are and how to avoid them.
6. **Chapter 6: Step 1 - Ask** Use this simple and specific template to ask the right question so you can get the right answer.
7. **Chapter 7: Step 2 - Document** Why you should document and the one thing that can make or break the integrity of your intuitive hit journal.
8. **Chapter 8: Step 3 - Verify** One long term strategy and one short term tactic so you can get the results you need now and improve your success rate in the future.
9. **Chapter 9: Your AIM Type** Analytical intuition is different for everyone, which is why it's important to have a basic understanding of how to make the most of it for you in your world.
10. **Chapter 10: AIM Techniques for Your Type** Learn analytical intuition tools suited for your type so you can efficiently and effectively move onward and upward.

- 11. Chapter 11: AIM for Faster, Better Decisions** Scientific findings on how to make the most of your analytical intuition to be a better decision maker in your company.
- 12. Chapter 12: AIM for Innovation** How to apply the AIM method to generate market-leading ideas, innovations, and solutions.
- 13. Chapter 13: FAQ** Answers to actual questions submitted by my community.
- 14. Chapter 14: Next Steps** With the power of this new information and practical tools in your hands, here's precisely what to do with your newly expanded horizon.

*"Don't let the noise of other's opinions drown your own inner voice .... [ sic.]*

*Everything else is secondary."*— **STEVE JOBS**

## Chapter 1: What is AIM: The Analytical Intuition Method?

Statistically speaking, your company needs AIM because without it, time and money go to waste. Either the people in your organization don't use intuition, and therefore leave a key competitive edge on the table, or they use intuition based on a series of dangerous pop culture myths that lead to wasted time, mistakes, deliberation, and lack of innovation, just to name a few.

In your high-tech world of big data, automation, and artificial intelligence, full use of the brain's capacity is the final frontier.

"The last major undeveloped resource may be the human brain," wrote Professor and Director of the Masters in Public Administration program at The University of Texas at El Paso, Weston H. Agor in his book, "Intuitive management: Integrating left and right brain management skills." He continued, "In the past, managers relied on their left (analytical) brains. The future offers the possibility of using our right or intuitive brains also, so that the best managers work with full, not half, power."

## **What Is Intuition?**

Intuition is perhaps best known as the ability to understand something without the need for reason.

## **What Is Analytical Thinking?**

Unlike intuition, analytical thinking involves your ability to tackle complicated issues by evaluating organized information. Analytical thinking detects patterns between datasets and turns noisy overwhelm into information and action.

## **What Is AIM?**

AIM integrates intuition with analytical thinking. It is an inclusive approach to decision making that leverages the scientific proof that intuition works best when combined with analytical thinking and embraces a comprehensive psychological, sociological, medical, and quantum physics research. Studies have proven intuition to be faster and more accurate than reflection, and while instinct can beat analytical thinking, the jury is out on where the line lines between intuition and

instinct, and moreover, studies show that there are advantages and disadvantages to both.

As a leader, data and critical thinking are your power tools, but you also know that sometimes the facts don't paint the entire picture. For example, sometimes, you just know an employee is a no when everything on his resume says yes, or you have an exciting new vision for the future of your company that at first blush sounds crazy, or you just know a storm is coming, even though the skies on the horizon look clear. That inner voice is your intuition.

### **If You Don't Use Your Intuition, It Will Use You**

Whether you are aware of it or not, intuition already drives the way you think. You don't need to "tap in" to your intuition because it works automatically behind the scenes. Here's what the studies have discovered:

1. ***Your Heart is the Seat of Intuition*** "Follow your heart" is no longer just a sweet notion, studies have shown it to be true. Scientists can detect and measure intuition when it is perceived and processed, which happens in the heart. They have proven your heart works as an antennae that receives inspired ideas, wisdom, and more.

**2. *Your Heart Runs Your Head*** Your heart has a complex neurological system that sends signals to the brain, including the thalamus, the part of your brain responsible for decision making. This means that your heart has more influence over your thoughts than your brain, but if you don't understand how to properly collaborate with your heart, then your heart runs your mind without your say. This is not only a problem for you, it's a problem for your company as it's scaled across the many hearts and minds that make decisions on your behalf every day. And there's no amount of mindset that can fix it.

**3. *Ambiguity Stimulates Intuition*** Neuroeconomic research suggests ambiguous conditions engage the intuitive part of your brain (such as the amygdala) to help you respond with speed. This means, among other things, that even when you do not engage with your heart, that the head and the heart cooperate in decision making, especially in unclear situations that require speed.



**4. *Your Heart Has Your Back*** Studies show that your heart is continually hard at work trying to anticipate your right next move. This means that your heart works in the background as an additional subconscious of sorts, to help you determine your next right step.

**5. *Practice Makes Perfect*** Intuitive decision making can be improved with practice according to several studies and the experts of MIT and the Marine Corps. While many perceive intuition as an all-or-none talent, in reality it's a learned skill much like communication. As infants we naturally attempt to communicate, replicating our parent's sounds, learning the basics of communication from them as a toddler, but at around the age of five we start to learn proper spoken and written language so we can communicate efficiently and efficiently. Similarly, intuition is something that comes naturally to us, but like any other skill, we have to study and practice it so that we can use it in order to be effective in the world. In fact studies show that with practice, the results of your intuition will improve over time.

**AIM For Something Higher**

AIM helps intuition and logical thinking optimize their powers by working together. At a bird's eye level, the method integrates these worlds in a tennis-match fashion. For example, I used both empirical research and intuition to purchase my last car. I started with a vision for something luxurious, fun, affordable, and reasonably practical. Then I researched the best make, model, price range, color, and features. After extensive online shopping, I created a spreadsheet of what was available in the marketplace, and hit the streets to test drive a car that looked like "the one." But the test drive revealed that "the one" had a sport drivetrain, which I didn't care for. Yet I felt inclined to purchase this car because I wanted to get it over with and because on paper, all roads lead to this car. But I just knew that I should keep looking. When I hopped back on the internet I found that I could ship in a car with my exact specifications for only \$700, which would mean that not only would I have the car I'd been dreaming of, but for \$2,500 less than the car I test drove earlier that day. The tug of war between my heart and my head led me to my ideal car at an ideal price. This is the magic of AIM.

*“My brain is only a receiver. In the universe there is a core from which we obtain knowledge, strength and inspiration.” — **NIKOLA TESLA***

## Chapter 2: The Value of AIM

The value of AIM in your company is equal to the cost of bad business decisions, the amount of business-hours spent making decisions, and the impact lack of innovation has on your stance in the marketplace.

### **AIM Helps Eliminate Bad Decisions**

Every choice you make has a positive or a negative ripple effect. Below are a few examples of the kind of business decisions you make. How many of them have you experienced? Can you add to the list? Quantify the dollar amount in revenue and workday hours lost as a result of each scenario to determine part of the value AIM has in your company.

Has your company ever:

- Launched a new product, solution, or division that flopped despite projections? *How much was invested?*
- Hired, trained, and eventually fired someone who was perfect on paper but bad in reality? *What was the cost of employing him during that time? How many internal hours were spent finding, training, and managing him? Were recruiter commissions paid?*

- Signed on a third party that came with shining references but didn't deliver? *How much staff time was spent finding and working with this vendor? How much was spent on the contract?*
- Invested in a consultant who told you what you already knew? *How much time did you and others spend with her? What were her fees?*
- Brought in a business partner who did very little work and didn't pay his taxes so you had to bail him out using corporate assets? *How much did you loan him? Has he paid it back?*
- Signed a contract that seemed perfectly written but only hang you out to dry? *What were the lawyer fees? How much additional budget did you have to allocate to get the job done?*
- Had a hard time knowing what to say no to and how to say it with diplomacy? *How many hours did you waste figuring it out or doing the thing you should have said no to. What was the value of the potential yes you may have missed as a result?*
- Read a book about a new approach or solution only later to realize it was not the right fit for you? *How much time did you spend to lean the material and arrive at that conclusion?*

- Hired someone who embezzled your money? *How much? What were the legal fees?*
- Employed a top-industry CMO that did not deliver on his ROI. *What was his budget plus salary? How much potential earnings did he not realize?*
- Had to fire household providers before Christmas? *What was the emotional toll on you and them? How much will this cost in unemployment tax? What will it cost to hire them back once you're ready?*

The above examples are true stories from the frontlines - and they add up to millions of dollars, not counting the emotional toll and cost in company and/or personal morale.

### **AIM Eliminates Waste of Time**

Hesitation is a hidden risk factor that can take you out of the game when you least suspect it. When you're not confident about your next step, everything stalls and lack of action prevents you, your business, your family, and the world around you from moving forward.

In addition to stalling projects, deliverables, and timelines, the amount of resources your company dedicates to making decisions is insurmountable.

Let's take a closer look at the aforementioned 2018 McKinsey Global Survey figures:

- 50% of employees spend more than 30% of work time making decisions
- 14% of C-suite executives spend more than 70% of work time making decisions
- 61% of employees and 57% of C-Suites admit that their decision making time is used ineffectively

This means if your company has one CEO conservatively salaried at \$300,000 and two other C-Suite executives compensated at \$200,000 each, then statistically speaking, your company wastes close to \$70,000 a year in C-Suite decision making alone. If you have 100 employees that each represent an all-in \$50,000 annual cost - that means an additional \$1.5 million in ROI goes down the drain each year. AIM was designed to help you recapture that loss.

## **AIM Eliminates Lack of Innovation**

The value of AIM is also measured by the revenue and morale lost when your company is behind in the market. The greatest brands in the world understand that to be an industry leader and stay an industry leader means they must be first to market. And if you want to be first to market, you need to be a top-level innovator. AIM is a simple solution that will get you there.

### **The Qualitative Value of AIM**

Answer the following questions to analyze the value of AIM in your organization. As the leader of your life, your career, and especially your company, it is imperative that you answer these questions honestly so your company can transform in action and get back in the game.

1. Guesstimate the cost of bad decisions in your organization over the past year, and past three years.
2. What does it feel like to know these costs will rise as your business grows?
3. What is the cost of doing nothing - physically, spiritually, and emotionally? How does this drain you in terms of envy, comparison, lack of expression, fulfillment, and happiness?



4. What do you need to incorporate AIM into your life and your corporate culture?
5. What is it going to take to get what you need?

*“We start with the data, but the final call is always gut. It’s informed intuition.”—***REED HASTINGS, CEO OF NETFLIX**

## Chapter 3: Success Story Snapshots

You already know the power of analysis in our high-tech age of artificial intelligence and big data. But did you know that Honda, L'Oreal, Hilton, and many of the world's top brands credit intuition to their success? As they continue to use this age-old internal technology, success stories like the below snapshots continue to emerge.

### **Manufacturing**

In the early days of Honda, founder Soichiro Honda, who only had a grade-school education, was known for his highly intuitive approach to decision making. For example, Honda would review test motorcycles before they were sent to production by ear. Literally, he would listen to each prototype as it raced 30 circles around him, and what he heard would serve as the basis for his approval or denial of each model.

“Whenever he would tell the engineers to do it over again, 99 percent of the time there was something wrong with it,” reports Hirotaka Takeuchi, author of, "The Wise Company: How Companies Create Continuous Innovation."

## **Market Trends**

Global beauty brand L'Oréal has had intuition ingrained into its culture from the start. To this day the worldwide beauty brand lists "intuiting what is arising" among its core competencies and its executives are expected to develop and work with their intuition.

"Some of the highly successful global companies I have worked for, like Estée Lauder Companies and L'Oréal, do give great importance to intuition," reports former L'Oréal CEO Francis Cholle, who now leads The Human Company. "Mrs. Estée Lauder herself would rely greatly on her intuition, and today Estée Lauder Companies CEO Fabrizio Freda insists on maintaining and supporting intuition—in conjunction with a strong analytical capacity, in the work of his teams as a fundamental aspect in the success of the company."

## **Pivoting**

On the brink of bankruptcy, in 1994 KTM Sportmotorcycle AG turned things on a dime when CEO Stefan Pierer's intuition took the company in a direction that was not in its wheelhouse: street motorcycles. This move led to a 25% 15-year growth pattern and by 2015, the billion-dollar

company sold nearly as many street bikes as its long-standing off-road division.

## **Negotiation**

After writing up a bid for a property worth \$159,000, Conrad Hilton decided to sleep on it. In the morning \$174,000 stood out so he changed the bid for that amount. Not only did he win the bid by being one measly dollar more, he later sold the property for millions.

## **Acquisition and Procurement**

The Getty Museum conducted one year and two months' worth of background and authenticity checks on an ancient Greek statue it was going to purchase for \$10 million. It then brought in an art historian who immediately stated that the piece was fake. When a second art historian was called, he stated the piece "lacked spirit." As a result, a third expert was brought in. He felt a wave of "intuitive repulsion" right away. Despite the fact that this piece looked perfect on paper, the museum took the expert's intuitive advice and called in additional studies, and those additional reviews determined that the statue was indeed a fake.

## **Entertainment Programming**

Even with its robust artificial intelligence and big data, Netflix CEO Reed Hastings says "informed intuition" is at the core of the company's programming decisions.

"We start with the data," Hastings told a DLD conference audience. "But the final call is always gut. It's informed intuition."

## **Failure To Launch**

There have been countless times when lack of intuitive forward thinking cause a company to miss the mark and soar into a sheer disaster. A few examples just off the top of mind include:

- Blockbuster's failure to perceive online streaming
- T-Mobile's failure to predict smartphones
- Toys R' Us's failure to compete with Amazon
- Kodak's failure to innovate into the era of digital photography

The marriage of analytics and the inner voice has proven the test of time. Companies that effectively bring both sides of the equation together hold the keys to a powerful competitive. They learn to trim the fat off the

bottom line, rise above the noise and lead the line of innovation by being first to market and achieving market dominance.

*“I actually have relied on my intuition a lot to give me that extra emotional intelligence that you need to understand the context of a situation. When handling customer interactions, you need to be able to look beyond the surface information and find the root cause of any issue they may have— and that is very difficult.” — HEATHER WILDE, DIRECTOR OF GLOBAL TECH SUPPORT, EVERNOTE*



## Chapter 4: When and Where to Apply AIM

Several factors support the success of your company's ability to move the needle with AIM and because a roll out of this method would involve an investment of resources, you should be aware of contexts in which it thrives in.

### **Unstructured Problems**

According to Harvard Business Review as well as other studies, intuition works best when applied to unstructured problems. By this I mean problems where there are no rules or where feelings, aesthetics, or perception can bend the rules. Unstructured business problem solving often occurs areas like:

- Product development
- Hiring
- Conflict resolution
- Sales
- Gaining collaboration or approval
- Customer service
- Marketing

- Research and development
- Purchasing

However you will want to favor the data sometimes, studies show.

Data and algorithms tend to perform better than intuition when information outweighs subjective influences. This is often the case in areas such as finance and production.

## **Unknown**

AIM thrives on the mystery of the unknown because your brain has an automatic coping mechanism designed to help you come to a conclusion quickly. Studies show that ambiguity engages the dorsomedial area of the brain which is where you deliberate and it activates your amygdala, the brain's processing center for intuition. AIM helps you proactively participate in the automatic processes of your brain so that you drive the conversation, rather than allow it to steer you. And suffice to say, most areas of your business involve some aspect of the unknown.

## **Critical Thinking About Complex Problems**

According to research, intuition has the greatest impact in critical thinking about complex problems because individuals tend to default to intuition when the information is overwhelmingly complex and a review of every fact would take too long. Critical thinking around complex corporate problems happens most in roles that require responsibilities like:

- Communication
- Management
- Decision making
- Problem solving
- Planning
- Inference
- Analysis
- Evaluation

## **Expertise**

Studies also show that intuition thrives within your area of expertise, especially if you have 10 or more years of experience. Presumably, this is because your area of expertise is the context in which you possess the most skill, knowledge, and confidence.

## **Speed**

Intuition not only speeds things up, it also works best with speed. In fact, the most accurate intuitive judgments are made fast and without extended conscious deliberation.

## **Clearly Defined Goals**

My mission as a corporate trainer and performance coach is to install a human skill that directly applies to your specific corporate goals. I assume you have a strategic plan with KPIs and quarterly tactics, benchmarks, and goals outlined, but if you don't, take the time you need in this important step because otherwise without a target your AIM will be off.

## **Listening Skills**

Statistically speaking, you are most likely an inefficient listener. One experiment showed that immediately after listening to a ten-minute oral presentation, the average listener heard, understood, properly evaluated, and retained only a mere half of the content. This can be easily improved by listening to people in an intentional way. For example, when someone speaks to you, really listen to what he is saying. Let his words sink in

and digest his message, including what's said between the lines, before you respond. The proactive style of listening is more effective and efficient because it puts your response aside and clears the way for the solution to become the priority. It also happens to be a more authoritative communication style because your willingness to slow down illustrates confidence, stability, and steadfastness.

*When you know that bad things aren't so terrible and good things aren't so terrific, you can be quietly grateful for whatever occurs. Balance is neither pessimism nor optimism."*— **DR. JOHN**

***DEMARTINI***

## Chapter 5: Things That Get in the Way of Your AIM

A myriad of obstacles can wobble your AIM. Awareness is the first step that will help you navigate the distraction landmine and replace it with a smooth road to quality and speedy answers, solutions, ideas, and innovations. Here's what to look for.

### **Past And Present People, Places, And Things**

The mind is an endless battlefield, filled with memories, traumas, ego needs and wants, dreams unfulfilled, people we want to impress or please, and goals that you want to realize. Your inner voice must be your loudest voice if you want to have full sovereignty in this noisy world, which starts to become possible when you can acknowledge how the people, places, and things—from the past and the present—around you can divert you from the best solution.

As a leader with a plethora of opinions in your ear, only you can truly know what is right for you, and what is right for you right now.

### **Common Distractions**

- Being a fan of other people more than yourself
- Retelling past stories (whether good or bad) excessively
- Lack of understanding, compassion, or forgiveness of yourself and/or others
- Throwing money at problems to fix them
- A life that is more virtual than physical
- Grasses that are greener on the other side
- Thoughts that can't be verified as true
- Self-defeating thoughts
- Worry (which often boils down to fear of failure)
- A high-level need for control
- Doubt without reason
- Critical rather than constructive thoughts
- Unbalanced thoughts that are too one-sided

## **Mind**

Your digital world presents many distractions, but perhaps cell phones and television are not the problem. In a recent study, Harvard psychologists found the human mind spends 47% of its time in “stimulus independent



thought,” to indicate that wandering is your default state of mind. Rather than fight the system, AIM leverages your mind's natural default state as the door for inspired ideas. So let your mind wander when the opportunity presents itself - this might be as you wait in line, get ready in the morning, or on your work commute. If you work from home, go for a quick walk in the morning and after lunch and let your thoughts flow. The beauty of this practice is that while mindset requires constant discipline and energy, AIM works with ease into your day. Your goal is to strike a balance between your critical thinking and your intuition.

## **Body**

The body is a terrifically sophisticated vehicle that facilitates your AIM, but it can also be a distraction as can be filled with instinctive reactions designed to protect the cave men and women before you, cravings, illness, and everyday aches and pains.

In addition, "go with your gut," has become a popular notion, however new studies disagree, revealing that gut feelings originate in the brain.

“Researchers are also now unraveling the neurobiology of gut feelings, those intuitions on which so many of us base personal and professional decisions,” Psychology Today reports. “They originate not in the gut but in the brain, when a decision is in the offing. A sensation of “butterflies” in the stomach arises because the brain sends a message of anxiety to the gut, which sends messages back to the brain that it is unhappy.”

As we discussed earlier, the brain is bombarded with distractions, so while your gut might be right at times (because a signal can go from the heart to the brain), it will be off other times (when a signal goes from a distracted brain trigger to your gut).

While going with your gut is not advised, taking care of it might improve your AIM, according to more research. A UCLA study found that patterns of gut flora have an influence on aspects of our emotional processing, citing that probiotics may have positive mental effects.

### **Actions That Reduce Body Distractions**

- Eating foods that make you feel good
- Managing your pain if you have a chronic illness or injury

- Avoiding intoxicating substances
- Getting in movement every day

## **Deliberation**

Dragging your feet can be ... ahem ... a drag according to studies. Research has found an inverse relationship between the amount of time you spend on a matter and the quality of choice you make. Meaning, the more you think about something, especially when it is a complex problem, the more likely you will make a "suboptimal decision."

If you look closer at deliberation, you will often find fear, and if you examine fear, its foundation is often personal failure. In a corporate setting, fear becomes amplified when your decisions put people's wellbeing on the line. And for your employees, a bad decision can discredit their reputation and hinder their ability to be effective, or result in the loss of their job and jeopardize their entire world.

## **Confidence**

While confidence is a good foundation for AIM, it can also work against you because it means you have more biases that can get in the way. For

example, one study showed a positive correlation between intuitive confidence (favorites) and intuitive biases (underdogs). Essentially, this indicates that the more confident people were, the more biases they had. This is why AIM takes an approach that includes a sense of humility and an open mind, which we will discuss more later.

### **Energetic Distractions**

"The Universe has your back" is a catchy statement that sells books and merchandise, but unfortunately, it's not true. Every day you lock your doors, sign contracts, and pay for insurance because it's not true.

The truth is the universe is built on balance. You need both the day and the night - the yin and the yang. Down to your cellular level, you are negatively and positively charged. So while there's no need to be afraid of the dark, there is your need to be aware of it.

When you declare, "Universe! Help me out! Send me a sign," you will get an answer, but perhaps not one that is in your best interest. That universal approach is like popping onto Facebook to ask your friends and family for someone ... anyone ... to do your taxes. Bobby, your next-door 13-year-old wants to take a stab at it? Great! That's what you're doing

when you ask the Universe for answers. You're asking an unqualified person to do your taxes. Your AIM should be specific - as programmers say "garbage in, garbage out."

*“A genius is a man who has discovered how to increase the intensity of thought to a point where he can freely communicate with sources of knowledge not available through the ordinary rate of thought.”— **NAPOLEON HILL***

## Chapter 6: Step 1 - Ask

The point from-A-to-B, from question-to-answer, boils down to three simple steps that have been proven by the test of time, and the first step is to ask. As we discussed, your intuition will work in the background whether you ask it to or not, but when you ask you tell it, "Yes, I want in on that conversation." This is akin to the federal email mandates in the United States. As an online consumer, you are bombarded with requests to say yes to email subscriptions constantly ... download this report, access this webinar, get this free book, etcetera. Free information is everywhere, but you must opt-in. Companies need both your address and your permission to send you email content without getting fined. Your AIM works like this too. Your intuition is available at all times, but if you don't opt-in, you won't know what it has to say.

If you have a history of tasks with inconsistent results, you're not alone. Here's what a poll of my community revealed:

- 85% use their intuition very often or extremely often
- 100% pray
- 4/5 say their intuition is not always reliable

The poll participants experience inconsistent intuition, like you, because there's a specific way you need to ask. Otherwise, it's like you turned on a radio with no tuner, so all of the stations started to play at the same time. Today you will learn how to tune into the right station. And science, religion, and my experience say that tuner is your heart.

## **Science And The Heart**

We touched on this earlier, and now let's take a closer look at how the heart influences your thinking. Scientists have discovered that the heart has a complex neurological system that some call "the heart brain" and that brain is your center for clarity.

Therefore, as you begin to improve your AIM, you may not feel it at first, but with time and practice, you will begin to sense the way your body perceives intuitive hits. Chills, heart flutters, butterflies, and a feeling at the base of the neck are some common sensations people report - but it's different for everyone and eventually, you will discover what it's like for you.

Scientists have also learned that the heart is on the constant lookout for incoming intuitive forward-thinking insight so you can rest



assured that when you ask, an answer will in fact follow. It's probably already there.

Finally, scientists have discovered that your heart feeds information to your brain three times more than the amount of information that goes from your mind to your heart.

## **Religion And The Heart**

The heart as the seat of human wisdom is an age-old idea supported by many religions. Here's a quick look at what the largest five religions of the world say:

### **Christianity**

"Keep your heart with all vigilance, for from it flow the springs of life." — Proverbs 4:23 ESV

### **Buddhism**

"Buddhism has long asserted a connection between the heart and the mind. The Sanskrit word citta and the Japanese word kokoro each translate to English as both "heart" and "mind."" — Lions Roar Foundation

## **Muslimism**

“The Messenger of Allaah sallallahu alayhi wa sallam said, “Taqwa is here,” and he pointed to his chest.” — Muslim, at-Tirmidhi, Ahma

## **Hinduism**

“In Hinduism the heart has a great significance both as a place where the soul rests and as a representative location of the abode of Brahman. It is the hub and the center of life.” — Hinduwebsite.com

## **Judaism**

"Keep thy heart with all diligence; for out of it are the issues of life" —  
Prov. iv. 23

## **Put It Into Practice**

At this end of this chapter you will have the opportunity to delve into this more, but for now, take a moment to notice the difference between working from your head and your heart.

1. Think of your number one challenge right now and weigh all of the solution options in your head.
2. Take a moment and shift your focus on your heart.
3. Place your hand on your heart as if you're going to say the Pledge of Allegiance to help you focus on this different space.
4. As you're focused on this heart space, quiet your mind and allow your heart to speak into your challenge as well.
5. Note the differences between the two approaches: how it feels to solve the problem from your head versus your heart.

## **Elation**

As it turns out, the saying “follow your heart” is true—but it's only part of the story. Common thinking is that an elevated state of mind is the clearest state of mind but I beg to differ. While guided meditations feel amazing and can have an important place in your life, it's not the setting for AIM because when you look at your intuition from an elated (or perhaps the opposite, deflated) state, you invite in your ego and bias-based distractions

.

## **Is Your Ask Neutral?**

Ask from a place of neutrality to increase your success with AIM. This is important because decisions are often needed to be made on the spot and in moments that take you out of your comfort zone. Life—especially corporate life—does not afford you the time to go sit and meditate on it; and because AIM works best with speed, delay can (and most likely will) work against you.

## **How It Works**

The easiest way to get to a neutral space is to feel gratitude. You need to develop an anchor image that will help you get you there at will. This should be a mental image you can pull up anytime so you can reconnect with your heart and place your ask, or pose your question. You can also use this image during meditations, if you meditate, to ground the power of your image in even more.

To find an image that evokes a feeling of gratitude, it must not be tied to your ego, your happiness, or your life story. For example, I personally would not use Havasupai Falls as an image because even though this is a peaceful place that I am grateful for—it is tied to the

personal achievement of getting there which is a 13 mile hike. I am also deeply grateful for my daughter, however she cannot be my anchor image either, because when I think of her, I also feel the elation of happiness, and I think of the hard work I put into raising her.

Find something that evokes a neutral sense of peace and gratitude. For example, my anchor image is Multnomah Falls in Oregon. Multnomah Falls is very easy to get to—you park and you walk up an easy path and there it is, so there's no emotional charge for me around that experience. It's simply a peaceful place that I am grateful for. Its image puts me in a balanced place, with no distractions along for the ride.

### **Put It Into Practice**

Take a moment to brainstorm your anchor image.

1. Write a list of 10 people, places, and things you are grateful for.
2. Cross out any that make you feel happy, accomplished, are associated with milestones, or are part of your life story.
3. Cross out any you can't smell it, see, or feel.
4. What's left on the list? Without hesitation, select the first one that jumps out at you. That is your anchor image.

## **Is Your Ask Specific, Humble, and Expectant?**

Another crucial element of your ask is that it should be specific, humble, and expectant. The exact words you use are up to you, but since I am asked often on the words to use, here's a template you can work from:

*"Thank you for the loving guidance I am about to receive today and all my days."*

## **Words Have Meaning**

As the saying goes, "You get what you ask for," which is why you must be specific in your analytical intuition ask. Japanese scientist Dr. Masaru Emoto left a great legacy with his groundbreaking work that proved how your feelings and thoughts affect physical reality. He illustrated this in his lab studies in many ways, one of the most well known being his experiments that proved the power words have on water, which he published in his books, "The Secret Life of Water" and "The Hidden Messages in the Water." In essence, the scientist put labels on water and then examined the water molecules at the microscopic level to see how each word changed the water. The vials labeled with words like "love" and "gratitude" flourished into beautiful snowflake-like molecules, while

others labeled with expressions like, "I hate you," and "You make me sick," looked as ugly as the expression under the scope. Specifically, Emoto worked with the impact of grateful thoughts through social experiments where he would have a group of people hold hands in a circle around tap and think grateful thoughts. Magnified by a microscope, the water molecules would transform from randomness into a beautiful pattern right before their eyes.

### **Humble And Expectant**

Humility and expectancy work together to improve your AIM. You want to be confident but not arrogant and expectant but not entitled. It's easier said than done ... but well worth the work.

### **Catch The Dandelion**

Think of striking this balance as catching a dandelion. Have you ever tried to catch a dandelion? It's nearly impossible, yet as kids, we're taught if you can catch one that you can make a wish and that wish will come true! So I've chased lots of dandelions in my time, and what I learned is that you can't chase them, because they are so light and airy that when you reach

out to grab them, the waft you create causes them to fly farther away. The trick is you stand patiently and well-positioned by the tree, ready and willing to catch one when the next batch goes out with the wind.

This is what being humble and expectant should feel like—and although this might go against your corporate culture, which may be based on ambition and grabbing things by the horn, humility is just as necessary if you want to increase productivity. Commanding does have a time and place, but when you AIM, it's not one of them.

### **How It Works**

Tailor your ask to fit your specific beliefs when it comes to the kind of guidance you want. So when you say,

"Thank you for the \_\_\_\_\_ guidance I am about to receive today and  
all my days,"

if you are spiritual but not religious, or an atheist, you can ask for "loving guidance," or if you are religious, you can use pull from your belief's language, for example, a Christian might say, "Thank you for the divine guidance I am about to receive today and all my days, in Jesus's name." Make the statement yours. The possibilities are endless!



These principals also apply to your body, the food you eat, any tools you might use for intuition (such as a journal or oracle cards), and the things around you. For example, you can write the above statement in your journal, or on your oracle cards, or declare a modified version over your food. You can even protect yourself, your home, your organization or mankind for that matter. There are a lot of ways to be specific, humble, and expectant.

### **Put It Into Practice**

1. Determine the source of your guidance.
2. Using the above template as a reference, create your task.

### **AIM Step 1 Takeaways**

- Your intuition is always at work and now you get to join the conversation
- Identify a neutral image to anchor you into your heart
- Remember SHE is the key: specific, humility, and expectancy

*"No matter how deep a study you make, what you really have to rely on is your own intuition."*— **KONOSUKE MATSUSHITA, FOUNDER OF PANASONIC**

## Chapter 7: Step 2 - Document

This is the slightly tedious part of the method, but it's worth the work because what you will gain will be priceless. In step two, you will document everything that comes to you without judgement, bias, or hesitation. Answers can come in the form ideas, visions, symbols, words, feelings, signs, and countless other ways, which is why in this phase, it's important to document it all without hesitation.

If you want to master this skill, document consistently for one year. With this level of experience, you will likely no longer need to document because you will know your inner voice at a highly intimate level. And at that point, it will be hard for distractions to get in the way. When AIM becomes a natural habit, you will know how it works and feels specifically for you, your successful track record in using it will boost your confidence to use it more, which all will put you on an upward-moving trajectory of success.

But until then, you need to document.

If you've ever tried to lose weight, then you understand how important it is to journal the details. At first, you write down every crumb that goes in your mouth, but then, as healthy eating makes its way into the

fabric of your life, you eventually no longer need to scribe your meals because healthy food becomes a natural part of your lifestyle.

The same applies to AIM. As you practice and gain more wins, you will accumulate a deeper understanding of how it works, you will have more familiarity, and each win will drive positive momentum. The more diligent you are in this step, the faster you can master your AIM.

### **Create The Place and Space**

It is important to identify times within your current lifestyle that to practice AIM. However, contrary to popular belief, you do not—I repeat, *you do not need to meditate*. Last time I checked, we're all busy and don't need another thing on the list. If you like to meditate, then please, go right ahead, but it's not the end-all-be-all answer to AIM. If you do like to meditate, pray, do yoga, chant, or anything like that, you will still want to determine how AIM works in your existing lifestyle.

To start, look for opportunities to let your mind wander. For example, when you're waiting in line at the store, commuting, cooking, working out, or getting ready in the morning, rather than hop on social

media, or play a podcast, you can allow inspiration to bubble up from the inside. For some, work gets us in the zone and invites ideas to flow.

Most importantly, you'll want to be ready to document intuitive hits as they arrive throughout the day. You can use the notes function in your phone, you can purchase a journal, or you can do what I do, which is stock up on notebooks during "back to school" shopping season for .99 cents each.

## **Stamp Your Journal**

Before you start, it is important to stamp your journal with your ask. Just like your spoken words have power beyond the scope of your eye, so do your written words. This is why you must write your specific task in your journal. I write my ask on the outside or the inside cover of my journals, but the location does not matter. Use the statement you developed in the earlier chapter.

## **How To Document**

You can document things that come to you in meditation, of course, but you will also want to get in the habit of noting intuitive hits that come to

you as you go about your day. If something pops into your head and you feel like, “Hey, I think that was something,” it probably was so write it down.

The fun part of AIM is when you start to consistently get intuitive hits in those moments when you least suspect it. For example, when you’re in your car or like you’re in line at the doctor’s office or the coffee shop or if you’re waiting for your dentist appointment.

## **What To Document**

Here's what you'll want to write down. We will review the last four questions in the next chapter.

- Date
- Time
- Place
- Where you felt it in your body
- How it felt
- The idea, solution, or message
- Is it Helpful?
- Is it Timely?

- Is it True?
- Is it Loving?

### **Put It In Practice - Documentation**

Without overthinking this simple task, decide right now where you will document your intuitive hits. You might set aside a journal or you might even open a new note on your phone, or save it to Google Docs. Whatever your preference, take a few seconds to make your choice and set it up right now.

### **Group Applications**

In a team setting, step two comes in the form of a brainstorm, where you write down every single idea where all can see.

### **Documentation for Groups AIM Step 1 - The Who is This Ice Breaker**

To apply AIM in a group setting, you must take into account the chances that some people will participate more than others. However, for optimal results, it's important to get all ideas on the table. One way you can do this is to use the "Who is This" icebreaker.

## **How It Works**

Have each member of your team submit several photos of them as a child and use them throughout the year at the beginning of brainstorming sessions. In this ice breaker, you will break out a few photos at the beginning of the session and allow your team to guess who is who. It's a quick, easy, fun exercise that has an equalizing effect and elicits full participation.

## **Documentation For Groups AIM Step 2 - Brain Writing**

Now that you have everyone talking, keep the group momentum going with the Brain Writing exercise.

## **How It Works**

Invented by Horst Geschka of Batelle Institute of Germany, in this brainstorming exercise, each team member will write an idea on an index card, and then pass the card to their neighbor, who then adds an idea to the card based on the original idea. Allow each person's stimulus card to circulate the room and generate more ideas. Then the ideas are collected, grouped, and discussed.



## **AIM Step 2 Takeaways**

- Master your AIM by being ready and willing to document inspired ideas as they come
- Stamp your journal with your ask statement
- Use the Who is This and Brain Wiring exercises to maximize ideas generated from your tea

*"As the rate of change and volume of information accelerates, analysis alone is often too slow a process to be effective. Many times it is the hunch that defies logic, the gut feeling or flash of subconscious insight that brings the best solution. Those professionals who are both highly cognitive and highly intuitive have a distinct advantage in meeting challenges and solving problems."—*

**CAROL KINSEY GOMAN, PH.D**

## Chapter 8: Step 3 - Verify

In the third step you verify, which is where analytical thinking comes in.

Combine your existing critical thinking processes with my following techniques to attain your most powerful results.

### **Verify Technique 1 - HTTL**

After you document every answer to your ask, run your intuitive hits through these four questions.

#### **Is It Helpful?**

Does the answer provide you with information around your specific question, or does it lead you down another path? If it provides you with specific answers then you're on the right track. If you find the inner guidance that you get only creates more questions or takes you down a whole new path, then go back to the drawing board and/or ask for guidance around the new direction, or ask different or more specific questions.

#### **Is It Timely?**

Is the answer about the next step? Your intuition won't be about the next 10 steps, which would overwhelm you. It should be about your next right step, even if it's the next small itty bitty action or the next big move.

The only exception to this in my experience, are big things that in your personal life are along the lines of marriage, death, divorce—big transitions that in the business world will look like key partnerships, layoffs, key hires, and new divisions. You might start to sense those up to three years in advance.

For example, several years before she married, Lady Diana knew that she would marry into royalty, even though she was humble almost to the point of meek type. She knew that that would be her destiny; she felt it coming. Once this happened, then she always knew that she would not become queen. She didn't know why, but she knew that as well. While you may sense big events coming well in advance, that's the exception, not the rule.

In addition, good intuitive hits will come to you time and time again. In other words they are persistent and consistent. If you ask the same question but perhaps another way (another way to verify), you

should get the same answer. If you get an internal leading towards something, it should not be momentary; it should stay with you.

### **Is It True?**

Avoid all assumptions by verifying any facts you can. If you know something is true right off the bat, then you're in the clear. However, if something needs to be researched, then take the time to gather all of the pertinent information. If your research unpacks additional questions, then circle back to step one and ask clarifying questions. Sometimes you might not get the right answer because you're not asking the right question, so if you're unable to verify, experiment with alternate questions that come at things from a new angle.

### **Loving**

Hateful, fearful, or mean things can be dismissed immediately. However if you get something that you didn't want to hear, but it was said with love, pay close attention. Those can be the most powerful hits of inner wisdom.

### **Verify Technique 2 - Observe**

Early in this book, we established that the studies show that intuition comes with a physical feeling. As you practice these three steps, you will want to observe what the feeling is for you. In the beginning, you may feel nothing, and that's okay because you will soon feel it. It might feel like chills, peace, warmth, or a sense of excitement ... the options are endless, but it will come with a sensation that is specific to you.

## **Emotions**

We could write a series of books on emotions and the workplace, as this is a complex topic with deep implications. In the context of your AIM, emotions are the perfect opportunity to gain information. As they come up, look at them objectively but fully. Allow yourself to feel it all the way (rather than deny yourself) so that it can completely communicate what it has to say. But then also look at it from an objective point of view so that you can realize the wealth of information your emotions have to offer. Emotions are not to be confused for intuitive hits or the basis for your decisions, however if you allow them to rise to the surface, that will allow them to fulfill their purpose, and help you clear them out so that they don't get in the way of your AIM.

## **Practice**

The most important part of this step is to practice. Your goal is to know your inner voice so well that nothing can imitate it and that distractions drift away because you no longer entertain them. Chances are you know the voice of your head very well, and now it's time to know the voice of your heart even better.

### **Put It Into Practice - Room of Wisdom**

Take a moment to practice these three steps with this Room of Wisdom exercise.

1. What is your number one challenge right now? Write it down.
2. Pull up your ask statement and while connecting with your heart, read that statement on the inside. Remember the template is, "Thank you for the \_\_\_\_\_ guidance I am about to receive today and all my days."
3. Focus on your heart.
4. Picture that your heart is a door.
5. Open the door and walk inside.
6. Inside this room you will find the answers you need. What's in there?

7. Jot down any feelings, impressions, imagery that comes to mind, anything - write it all down.
8. Run your answers through the HTTL questions.

### **Put it into Practice - Anchor Image**

Another approach is to use your anchor image in this exercise.

1. What is your number one challenge right now? Write it down.
2. Pull up your ask statement and while connecting with your heart, read that statement on the inside. Remember the template is, "Thank you for the \_\_\_\_\_ guidance I am about to receive today and all my days."
3. Focus on your heart.
4. Picture that your heart is your anchor image.
5. Connect deeper with this image: sense the air around it, its colors, sounds, scents, and what it might feel to touch it.
6. Ask about your number one challenge and ask your heart space, what's the next right step when it comes to this challenge?
7. Jot down any feelings, impressions, imagery that comes to mind, anything—write it all down.
8. Run your answers through the HTTL questions.



### **AIM Step 3 Takeaways**

- Oscillate between your analytical and intuition skills to get the most accurate answer
- After you document an intuitive hit, ask yourself, “What does this HTTL me?”
- Practice so much that nothing can impersonate the feeling and sound of your heart-centered inner voice

*"I rely far more on gut instinct than researching huge amounts of statistics."*

— **RICHARD BRANSON**

## Chapter 9: Your AIM Type

Identify your style so you can find AIM techniques that will work best for you. (We will provide several techniques in the following chapter). There are three intuition styles: Tactical, Observational, and Internal.

### **Tactical**

If your style is tactical, you gain wisdom from things you can touch, see, and feel. Do great ideas come to you while you're in action? Maybe while you're skiing down a mountainside or perhaps even while you're in the zone at work? Perhaps you've always been an excellent note-taker, crafter, cook, or artist? Maybe you love excel sheets, Gantt charts, and decision tables. Or perhaps you keep a journal or get into candles and crystals. If this sounds the most like you, then your dominant style is tactical.

### **Observational**

Observational people gain insight from observing people, places, and things. For example, you might like movies, books, nature, music, or deep conversations. Maybe you think more clearly when you look at someone? Or you might be into signs. Or sometimes you get a message through

something a person says or perhaps even a show or advertisement. A message just pops out and speaks to you in a way that you suddenly have the answer you've been looking for.

## **Internal**

You're internal if you're someone who likes to exercise or go for long walks solely so you can unwind and think through something. You're internal if you get visions or have a strong internal voice. You might connect with your inner self through down time, massages, healthy food, couch time, chill time, or vacations.

## **If You Can't Decide**

If two or all three of these styles call your name, you might be a hybrid. This simply means you'll have more options when it comes to techniques. By the way, a fast and unbiased way to determine your dominant style is to evaluate where you spend the most time and money as it relates to the aforementioned things.

*"The heart has its reasons, which reason does not know."— **BLAISE PASCAL***

## Chapter 10: AIM Techniques for Your Type

Now that you know your type, you can pair your AIM with techniques that work best for your dominant style.

But before we get into that, let's get something out of the way. If you are wondering if one type is superior to another—they're not. Each of the three styles are effective and have risks. For example, if you are tactical, you might be prone to forget that the wisdom is not outside, but inside you. The trick for you will be to use tools that help you, rather than hinder you from a heart-centered focus. If you're observational, you will need to keenly discern whether your observations are helpful or distracting. And if you're internal, the mind might be your battlefield as your ego, your agendas, your need to be accepted in the world, your desire to adhere to cultural norms, and other things that run around in your mind fight for your attention.

No matter the style, remember to use the three steps of AIM in combination with the below techniques for the best results. The following techniques are sorted by type, as well as common corporate functions, roles, and departments each is ideally suited for.

# Tactile Techniques

## Tactile Technique #1 - This Or That

When you've analyzed several options thoroughly but you still cannot land comfortably on your answer, pull in the This or That trick.

This technique is ideal for:

**Functions:** Decision making, problem solving

**Roles:** Roles that require collaboration and complex problem solving including executive and managerial leadership, research and development, human resources, and marketing and communications.

## How It Works

In this exercise, which is a spin off of muscle testing, you will place index cards with varying statements against your heart to test which ones you lean towards or against.

Start by experimenting with food around your house: Grab a few things that are obviously nutritious and a few things that are obviously not. Pick each item up with your eyes closed, and one by one and hold each food item up by your sternum to see if you lean towards or away from

each of these items. Some people need to stand on one foot to better detect which way you lean. For me, it works best when I put my feet together.

When you're ready, write each of your options on index cards, and again, with your eyes closed, place each of the index cards on your sternum, or even better ... your heart. Be sure to have a placebo card such as one that states a true statement such as "My name is \_\_\_\_\_," or "Today's date is \_\_\_\_\_." Your forward or backwards lean towards these statements will tell you what is no and yes.

## **Tactile Technique #2 - Scribble**

There is a strong, proven relationship between physical movement and brain activity. Many have used nonsensical free form drawing to tap into the creative mind throughout the centuries. For example, Leonardo da Vinci would close his eyes, relax, and then scribble on a sheet of paper to conjure up his famous inventions and works of art.

This technique is ideal for:

**Functions:** Innovation, problem solving

**Roles:** Roles that require out-of-the-box thinking, collaboration, and complex problem solving including executive and managerial leadership,



research and development, human resources, and marketing and communications.

### **How It Works**

The possibilities here are endless ... you can paint, draw, doodle, scribble, or even crack open a coloring book as you "ask" for what you need.

### **Tactile Technique #3 - Santa**

This is a fun and easy trick that can help anyone who has to contact a volume of people.

This technique is ideal for:

**Functions:** Decision making, sales

**Roles:** Roles that require a large volume of qualitative data analysis and business relationship management such as research and development, human resources, public relations, and sales.

### **How It Works**

I first discovered this technique when I was looking at my email in box and noticed that the subject line of a friend had a dark circle around it. I

immediately sensed she was down and when I asked her what's going on, she let me know that she was going through a rough patch and thanked me for reaching out. I later applied this discovery to my work in editorial and account management, which required deep, one-to-one relationships with many individuals. It helped me to narrow down who to approach and who to skip as well as exactly how to specifically approach each person. That same technique can be applied to sales calls or to a stack of resumes.

## **How It Works**

Pretend you are Santa working down a list of children checking off who's naughty and nice, except you will work down a list of prospects to narrow down who to approach first, and what to say. My style is internal, so I would just work off the screen, but if you are tactile, print out the list and run your finger down it - like Santa - sensing where you feel called to stop and make that call.

## **Observational Techniques**

### **Observational Technique #1 - Signs**

Signs have been made popular by mainstream media but you might be using this tool the wrong way. The key here is to direct the conversation by being specific.

This technique is ideal for:

**Functions:** Strategy, work-life balance

**Roles:** All, especially roles that make large-swath strategic decisions, directors and executive leaders, board members

### **How It Works**

Let's say you have been considering this ins and outs of a new direction, and you'd like your intuition to chime in on the conversation too. This is a good time to ask for a sign. But while most people will wait for a sign to pop out at them, you will be specific in your ask by defining what that exact sign will be. Make your sign obnoxiously strange so that when you find it, you are floored. For example, don't use pennies, feathers, or anything that you might dismiss as coincidence. Select a sign that is going to knock your socks off when it shows up. Once you choose your sign using your AIM - set it - and forget it - and let me know what happens.

## **Observational Technique #2 - Man In The Mirror**

The Man in the Mirror tool works great when you want to take a real-time, in the moment gauge of what's going on inside of you. For example, you might want to more deeply understand how you are as a leader leadership or you might want to gain insight into your potential.

This technique is ideal for:

**Functions:** Innovation, leadership, persuasion

**Roles:** Roles that require forward-thinking, new ideas, and the ability to lead people towards a vision such as managers, research and development, human resources, executives, sales, marketing, and product development.

### **How It Works**

This tool works on the understanding that your world mirrors you by reflecting back all parts of you at all times - especially the dominant ones. When you begin to observe the world around you you will not only learn a lot about yourself, but you will also see how today's behaviors will define your future. There's no need for a crystal ball—just look around you—and where those around you are going ... that's your potential too.

With this in mind, you can use the Man in the Mirror to see how your team is performing and to see the extent to which the employees around you are empowered.

*You can observe the people you go to lunch with—who are they and what are they struggling with, where are they having victories? You can even observe your server at a restaurant, or your clerk at a store - what part of you are they reflecting back?*

You can also apply this technique to places and things to gain inspiration and innovative ideas. For example, one scientist was given the task of developing surgical glue. Initially, he struggled with the assignment, but he found inspiration by observing ocean mussels and went on to invent LAMBA, a mussel protein-based light-activated adhesive hydrogel that now is a widely-used medical solution that saves lives daily.

## **Internal Techniques**

Studies show that when you imagine something in your mind that your brain will process it as if it's actually happening. Combine the power of the mind and the heart with either of the next two techniques.

## **Internal Technique #1 - Duplication**

Duplication works well if you have a vivid imagination. It can be used to improve any skill you desire including persuasion, decision making, and innovation.

This technique is ideal for:

**Functions:** Persuasion, mindset, promotion

**Roles:** Persuasion-heavy roles including customer service, litigators, contract negotiators, publicists, recruiters, procurement, legal, internal communications personnel, investor management teams, interdepartmental liaisons, sales, managers, and executives.

### **How It Works**

Celtics basketball player, Bill Russell described a version of this exercise in his book "Second Wind." The athlete described how he used holographic abilities to replay, like a video, a basketball move by another player, in his mind and then replace himself in that image and practice the other player's move in his mind as if it were him.

Russell's exercise is similar, however, duplication is more intentional and specific. In fact, Russell's practice is risky because you

don't want to completely imitate another person. That is because there is no such thing as a perfect person. When you simply replace yourself as a stand-in of another person's image you are not only taking on the one thing about them that you want to replicate - you are taking on everything about them, which is a bad because now, on top of your own imperfections (we all have them), you've just added someone else's too. Besides, the idea of AIM is to be your best you rather than someone else.

To use this technique, select the person who has a quality you want to replicate. Imagine that person as a holographic image and the projector is your heart. From your heart, replicate the person's image four times. Imagine that the fourth copy of that person holds only the quality about them that you desire. Now you can imagine yourself stepping into that hologram so that you can in your mind's eye take on that specific desired behavior.

## **Internal Technique #2 - Imaginary Mentor**

Having an imaginary mentor is like having a performance coach in your pocket 24/7.

This technique is ideal for:

**Functions:** Decision making, leadership, persuasion, innovation, mindset, motivation

**Roles:** Roles that demand decisiveness and on-your-feet complex problem-solving including healthcare providers, counselors, spokespeople, procurement, sales, litigators, contract negotiators, investor management teams, managers, and executives.

### **How It Works**

In this technique you will think of someone who has mastered the thing you are working on and ask yourself ... what would they do ... and then listen for that answer to come through your heart space, rather than your head. For example, the famous American Army General Douglas MacArthur had numerous conversations with the personification of his hero-father, whom he would conjure up to discuss strategy in the Pacific during WWII.

My dominant style is internal, so this is one of my favorite tricks. For example, when I was struggling with my autoimmune disorder in the early days when I didn't have a diagnosis, I would imagine a nurse comforting me and advising me what to do. And when I was recovering



from a breakup, I enlisted MC Hammer as my cheerleader, and every time I started to feel bad, I had him and his famous pants dance around in my head with those side to side moves. It made me chuckle single time. It's impossible to be in a mad mood with MC Hammer dancing in your head!

### **Internal Technique #3 - The Override**

This simple technique can be used when you feel blocked, anxious, distracted, or if there are many options and you can't begin to tackle a problem because it is overly complex. It can also be used when you are stuck in a creative rut or are at an impasse for ways to solve a problem. It's also a good one to use when you are having challenges in your personal life and need help focusing on the work at hand. When you first try it, it may take one to three days for the "override" to take hold, but if you practice it enough, it will start to work for you immediately. This technique is ideal for:

**Functions:** Innovation, decision making, performance optimization, mindset, work-life balance

**Roles:** Roles that require creative thinking, collaboration, and persuasion including executive and managerial leadership, product managers, hiring

managers, research and development, human resources, and marketing and communications.

### **How It Works**

In this technique, you modify your standard ask statement towards what you need. For example, “Thank you for the loving override of how I should think, feel, and act regarding this situation.” For innovation and problem solving, you can say, "Thank you for the loving flow of solutions/ideas/innovations for (insert problem or type of idea/innovation needed).”

*Set it, forget it, and let it happen.*

### **Internal Technique #4 - This or That**

Here's how to turn this tactile technique into an internal technique.

This technique is ideal for:

**Functions:** Decision making

**Roles:** Roles that demand decisiveness and on-your-feet complex problem-solving including healthcare providers, counselors, spokespeople,

sales, litigators, contract negotiators, IT, investor management teams, managers, and executives.

### **How It Works**

Place one hand on your heart and close your eyes. Then while connected with your heart space, project two options at a time from your heart. See what happens. Alternatively, you can ask a specific question that has a yes or no answer, and then you can simply project a "Y" and "N" from your heart.

### **Put It Into Practice**

Right now, without overthinking it, chose one of the above techniques and try it out. Use the ask you drafted earlier, document your results, and run it through the HTTL questions.

*"In this age of Big Data and analytics, knowledge gained through experiential learning and intuition may be taking a back seat to analytics. However, the use of intuition should not be underestimated and should play an important role in the decision process.— "HOW WELL DO EXECUTIVES TRUST THEIR INTUITION," BY J. LEIBOWITZ ET. AL.*

## Chapter 11: AIM for Decision Making

As a leader in your company and in your life, your ability to steer your company in the right direction on a dime is imperative. Here are two techniques to help you do just that.

### **Decision Making Techniques**

Utilizing AIM as your foundation, here are two techniques that specifically facilitate decision making.

#### **Decision Making Technique #1 - Yes or No**

This tool works best when you have something you have two options, or something you need to say yes or no to quickly. At first evaluation, either option seems valid, and neither draws a red flag. Your research and critical thinking around the options did not help you arrive at an obvious answer, or your intuition is telling you to do something that goes against the grain, and you would like more validation - this is a great scenario for the Yes or No game.

This technique is ideal for:

**Functions:** Hiring, sales, procurement

**Roles:** Human resources, sales, hiring managers, procurement officers

### **How It Works**

Think of the letters "Y" and "N" and project them as an image from your heart in front of you. As you think of the question, observe what happens with the holographic Y or N.

### **Put It Into Practice**

With time and practice, you will not only be able to call up the Y or N faster, but you will begin to notice the feeling that comes along for the ride. Take note of that sensation as that will likely also be the same feeling you will receive when you get other intuitive hits.

### **Decision Making Technique #2 - First Impressions**

First impressions do matter and statistically speaking, you should go with them. Although some of these "snap judgments" are made on inconsequential subconscious factors such as the shape of a face,

nonetheless, there is an overwhelming body of research that shows that your first impression is likely accurate.

I have found this to be true both in the business setting and in my personal life. In your organization, this trick can be used in hiring to find the best suited-candidate, in sales a first impression can help someone understand where their prospect is coming from and draw the connection between the prospect's personal values and the item being sold, and in procurement, a first impression should be noted when bringing on a new vendor, solution, or product.

This technique is ideal for:

**Functions:** Hiring, sales, procurement

**Roles:** Human resources, sales, hiring managers, procurement officers

### **How It Works**

You are already creating first impressions in your head, the only difference here is that now you will hear them from the perspective of your heart, you will document your first impressions, and then run them through analytical verification. The trick is to start right away because the more

you document your first impressions the more you will see how spot on they are.



*"We must remember that both Toys R Us and Blockbuster were huge companies. They enjoyed massive amounts of success; however, this was all brought to an end due to their failure to innovate." — **FORBES***

## Chapter 12: AIM for Innovation

First is best when it comes to market domination, and if you want to be in the lead, innovation needs to happen with mastery. Here's how to use AIM to get you there.

### **Innovation Technique #1 - The Labyrinth**

This tool is excellent because anyone in your organization can use it on the spot, and not only does it work for innovation and creativity, it's also excellent for brainstorming, ideation, and problem solving.

This technique is ideal for:

**Functions:** Innovation, creativity, problem solving, decision making

**Roles:** Leadership, marketing, researchers, product developers

### **How It Works**

Let's say your team has done the research, you know what the market is asking for, the holes in the industry that you can potentially fill, the trends, the value drivers, the statistics, the personas you want to target, and more. Yet, sales for the last few products have been lagging, morale is low, and everyone is stumped for exciting ideas. The finger labyrinth is a tool with

at least 4,000 years of innovation behind it. It's a simple exercise that will focus your mind on something else while it searches for an answer or an idea around the issue at hand. Resorts sometimes have life-size labyrinths that you can walk through. For the purposes of your company, I recommend use of wooden or printable labyrinths, both of which you can find here:

<https://www.relax4life.com/labyrinth-resources/>

As a reminder, you can use actions throughout your day to draw out creativity. For example, when you walk your dog, or focused on another project, putting together a puzzle, skiing, jogging, or any activity that gets you in your zone.

*Think of a time when an idea popped in your head out of nowhere.*

*What were you doing?*

*How does that activity get you in the zone?*

*What are other activities that get you in this space?*

## **Innovation Technique #2 - Sleep on It**

Your dreams can be used to bring out your intuition however, rather than allow dreams to speak to you, with AIM, you will speak to them to gain the insight or ideas you seek.

This technique is ideal for:

**Functions:** Innovation, creativity, problem solving, decision making

**Roles:** Leadership, marketing, researchers, product developers

### **How It Works**

Before you go to sleep, write down your question using your AIM. When you wake up in the morning, document the first thing that comes to mind or the dream you had that night. As always, run it through the HTTL battery of questions.

### **Innovation Technique #3 - Dreamer, Realist, Critic**

Invented by Walt Disney, this creative strategy is excellent because it's something anyone in your organization can use on the spot, and not only does it work for innovation and creativity, it's also excellent for brainstorming, ideation, and problem solving.

This technique is ideal for:

**Functions:** Innovation, creativity, problem solving, decision making

**Roles:** Leadership, marketing, researchers, product developers

### **How It Works**

After you ask and document, simply run each new idea through the lens of the "dreamer", then the, "realist", and finally the "critic," so that you can fully refine each new concept.

*“Intuition does not come to an unprepared mind.”—EINSTEIN*

## Chapter 13: FAQ

Immediately prior to the completion of this book, I reached out my community to see how AIM can help with their specific work challenges. They came up with some great questions, so here I share them in case you or the people in your company might benefit as well.

**Q: I'm a natural worrier. So at first blush, listening to my inner voice would presumably take me down a path of being anxious about every choice. How do I distinguish worry from intuition and know that I am really making the right decisions?**

A: This is such a great question! I totally understand because I'm a worry wart too, which is how I found intuition. As a single mom, I didn't have an adult in the house to bounce things off on, which meant I had to strengthen my inner wisdom.

What I learned is that worry comes from the brain and the brain is filled with many distractions ranging from traumas, our ego, our need to fit in, our basic needs, whereas our heart is not. So the first shift you need to make, is to get out of your head and into your heart.

The second thing to do with your internal voice is to run the things it says down the HTTL questions. If you get an anxious thought you can ask:

- Is it Helpful?
- Is it Timely?
- Is it True?
- Is it Loving?

Unless you get a resounding yes to all four, then go back and ask your inner voice more questions so you can narrow things down.

I have also learned that worry boils down to lack of faith—whether that is faith in yourself, the world around you, or a divine force. If you are human you will wobble in your faith, it happens to us all. In addition to my AIM, I reference past experiences as anchors to restore my faith. For example, I think of times when I felt my intuition encouraging me to press on when things seemed hopeless (like when my business took a dip in 2009 or when it felt like I had to wait forever for my boyfriend to propose), or of times when I felt my inner voice leading me to make a life-change (like a job change or a relationship breakup) and that leap of faith turned out to be the right move.



This technique only works with experience, so you have to practice your AIM to the point that you know your inner voice so well that distractions don't come as easily and because you know your intuition as well as you know the voice of your mother or your best friend—so nothing and no one can impersonate it.

**Q: How do I know what people need or want so I could produce the best product options creatively?**

A: Innovation is useless if it's not relevant for your buyers and AIM is perfectly suited to help you with both creativity and intuiting what the customer wants or will want. Use the three steps of AIM along with the techniques described in Chapter 12 to innovate and then use the replication technique to get inside your customer's head. If you have too many ideas and need to narrow them down, use the This or That or Yes or No techniques, which are essentially the same.

**Q: I've managed thousands of people over my career and the one thing that was lacking was really knowing what someone felt about a situation. Me being the boss, I tried and tried to get folks to open up**

**and share their thoughts/input. Some folks, most, jumped in with both feet. But there are always those quiet employees who just didn't react or respond in any fashion. I couldn't get a hint as to what they could possibly think about whatever it was we were implementing, so I couldn't gain their trust and full cooperation. My intuition told me they did not respect me or the project. It was always a challenge. I'm outspoken, so I try to use my intuition to discern what those quiet folks need to feel part of the program. I always come away thinking they just resent me and my ideas.**

Q: Employees with an empathetic manager like you are lucky. Your empathetic nature combined with your AIM can help you through Step 3 - Verify, in the following ways:

1. Your intuition told you that they did not respect you or the project. Is that intuition Helpful, Timely, True, and Loving? You need a resounding yes to all four, otherwise, go back to the drawing board and ask your intuition more questions, and look at this problem from new angles. I also like to use "what" questions to verify. For example, you can ask the individual, "What do you need to engage," "What do

you need to make this relevant,” or “What can I do to help you perform at your best.”

2. You can also verify by inquiring if this is how that person acts across all authority figures and all projects—or just you.
3. You can use one of the Yes or No techniques described above to decide on narrowed down action options or if action is needed at all. For example, maybe this person has a flat affect but is excellent at his job ... yes or no? Does he need a reminder of what’s expected of him ... yes or no? Is he going through a personal matter ... yes or no? You can drill down like that to come to a deeper level of understanding and an action aligned with that understanding. Again, run all answers you get through the HTTL test ... which means you will need to verify if your intuition is true.
4. You said, “I always come away thinking they just resent me and my ideas,” there are two things that tell me this is very unlikely intuition. First, it’s coming from your thinking and as we discussed, intuition comes from the heart and not the head. Secondly, it’s about you and not the employee which is a good indication the source is a mental distraction such as ego or personal need.

5. Use the Man in the Mirror technique to learn more about an aspect of yourself. Where at work or in life are you quiet when you should be a more active participant? What part of you do you hold back from the world?
6. Similar to the what questions, you can verify with "I" statements. For example, you can say, "When you are quiet, I seems that I don't have your full trust and cooperation. Is that true or have I misread you." Speak from the heart and be authentic so that you set the right tone for the conversation.

**Q: How do I use my AIM to deal with people who hate their jobs but won't leave? Instead they stay around and create a hostile environment for others.**

A: Whether you are a leader or a co-worker, employees - people - will always be a company's greatest asset, as well as most complicated resource. In the last example, we approached this from a manager's point of view, and you can possibly use all of those suggestions, even if you are not a person's direct report. However here's one more trick that I feel is well suited for a cohort relationship.

Learn how to understand others while keeping personal boundaries to work with difficult people. You have to appreciate their point of view while keeping a respect for yours. AIM can help you with both in many ways. For example, you might use AIM to figure out where this person is coming from so that you can be more patient with their plight. Being the observer can help you retain a more neutral or peaceful state of mind when you have to deal with them. This perspective might help you gain empathy, rather than frustration with them.

In addition, use the override, replication, or internal mentor techniques when they manage to ruffle your feathers. Any of these tricks can help you get back to a state of mind where you can shift your focus from this person's behavior back to your work and/or a solution.

"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift."— **EINSTEIN** “

## Chapter 14: Next Steps

With the power of this new information and practical tools in your hands, now you get to practice it in real-time. There are lots of analytical intuition techniques, tricks, and tips, and while I can't teach them all to you here, I invite you to reach out to me if your organization needs support by way of additional technique options, custom and live group workshops, or training, one on one performance training, followup questions and answers, and accountability.

This followup work is where your AIM makes an impact. Otherwise, you risk relying on a a spray and pray strategy for change, according to a recent Forbes article.

“Any professional development that encourages employees to change their behavior—be it customer service, leadership, among others—requires some form of follow—up and reinforcement to ensure the new knowledge is being applied,” Forbes Contributor Dan Pontefract learned in his research on current trends in corporate training programs.

**What is Your Number One Challenge Right Now?**

AIM Corporate Training and Performance Support isn't for every company, however, if you're curious to learn more, feel free to hop on my [calendar](#) for a 15-minute no-pressure chat. You walk away with answers to any questions that you might have after reading this book. And if you like, I can provide you with an AIM technique that you can apply to your number one challenge so that you can take your organization to the next level immediately.

### **About The Author**

Two-time Amazon Books best-selling author Lara Piu helps businesses eliminate indecisive leadership, stalled timelines, slow sales, and lack of innovation with AIM, the Analytical Intuition Method. Lara's background in marketing and editorial includes work for brands like Microsoft, DSM Worldwide, Informa, Wells Fargo Bank, Gannett, The Secret, and Dr. John Demartini. As an entrepreneur, Lara launched and grew several companies, including a click-and-mortar franchise where she increased sales by 40%, grew to number one among more than 200 units, and garnered a sales price three times her buy-in value. Lara earned her Bachelor's Degree from Arizona State University and her Master's Degree



from Portland State University. *Access Your Free AIM Executive Brief at*  
*AnalyticalIntuition.com*.

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**THE END**